Global Issues: *Fast Fashion*

Lesson 1
What is Fast Fashion?

PLANNING	
Subjects	English Personal Development Employability
Learning Outcomes	Pupils will be able to: • discuss the meaning of **fast fashion** and **slow fashion**; and • reflect on their relationship with fast fashion.
Thinking Skills and Personal Capabilities Focus	Pupils will have opportunities to develop skills in: • listening actively and sharing ideas and opinions **(Working with Others)**; and • justifying a personal viewpoint and offering a range of reasons to back it up **(Thinking, Problem Solving and Decision Making)**.
Attitudes and Dispositions	Pupils will develop: • self-reflection; and • concern for others.

SUGGESTED TEACHING AND LEARNING STRATEGIES

LAUNCH

Lead a class discussion, using prompt questions and effective questioning techniques:

- What is **fast fashion**?
- Do you buy **fast fashion**?
- How many items of clothing do you own?
- What is the opposite of **fast fashion**?
- What does ethical mean?

Possible answers and discussion points:

Fast fashion is a contemporary term used for inexpensive clothing produced rapidly for mass-market retailers in response to the latest trends.

It depends on low prices so that everyone can buy frequently and relies on rapid supply – from design to the shops in a short period of time.

The opposite of **fast fashion** is **slow fashion**, which is more to do with quality and sustainability. Quality in that it will last and sustainable in how is produced and how long it will last.

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Slow fashion aims to decrease the speed of production, consumption and disposal by emphasising greater appreciation of a purchase. It focuses on careful consideration of an acquisition and connecting with clothes instead of having just another addition to the wardrobe that may be worn only once.

Slow fashion considers the ethics of creating a garment, the materials used, how the garment is made and who is making it, to be ethical without compromising on quality.

DEVELOPMENT

ACTIVITY 1

Share this five-minute long video [Fast Fashion in Five Minutes](#)

Manufacturers use:

- cheap material to keep prices low (petroleum-based synthetic materials);
- cheap manufacturing processes; and
- cheap labour.

Encourage feedback from the groups and discuss common trends.

Consequence Wheel

Ask your pupils to think about the issue of fast fashion. Discuss common trends with the class. Draw a circle and write the issue in the centre. Then, ask your class to think of as many direct consequences as possible. Encourage them to sort the consequences into short term or long term, colour coding them as positive or negative.

Discuss the wheels once complete.

Display the completed wheels in the classroom for future reference or discussion.

ACTIVITY 2

Think, Pair, Share

Ask your pupils:

Do you have enough clothes or too many?
Encourage them to consider this question individually. Then, ask them to form pairs to compare ideas and agree an answer they can share with the class.

Focus on pupils as consumers. Ask them to think about:
- the clothes they wear and those they do not wear; and
- whether they wear the same clothes again and again.

Allow feedback time from each pair, compare responses and draw out key points.

ACTIVITY 3

Ask your pupils what they would choose if they could only have ten items of clothing (apart from sportswear, nightwear and underwear).

Encourage them to list the ten items and add one sentence stating why each item is important.

ACTIVITY 4

Slow Fashion focuses on quality, sustainability and **minimalism**, which is about **living** with less. The Pareto Principle is a business principle that suggests that for many events 80 percent of results come from 20 percent of the causes. This is known as the 80−20 rule, for example 80 percent of sales come from 20 percent of customers.

This principle applies to our clothes. We wear 20 percent of our favourite outfits 80 percent of the time.

Why are the ten chosen items important? Is it because:
- they look good?
- they were a gift from someone special?
- pupils made them?
- they remind pupils of a happy time?

Encourage a class discussion and use effective questioning to explore your pupils' understanding of fast fashion. For example, ask your pupils if this task has changed their views on what fast fashion is – will they think before they buy?

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DEBRIEF

Ask class to sum up:	Possible answers and discussion points:
1. what fast fashion is	Fast fashion is a term used to describe a business model based on rapidly replicating catwalk trends and high-fashion designs, then mass-producing them at low cost
2. who it is good for	The fashion conscious, people who like to wear new clothes and enjoy being be on-trend
3. why we buy so many clothes	Because they are cheap, but do we need them?